

**Media/Marketing  
Needs Assessment Forms**

Please provide us with some necessary information by answering the following detailed questions:

**Goals and Objectives**

Indicate which of the following apply best describes your goals and objectives for this campaign. If more than one is applicable please indicate which ones or if all apply and indicate which has the highest priority.

- a) To improve public relations for your department? \_\_\_\_\_
- b) To increase your customer base? \_\_\_\_\_
- c) To be mostly informational? \_\_\_\_\_
- d) To increase publicity about your department and/or the services and products your department? \_\_\_\_\_
- e) Other: \_\_\_\_\_

**Background / Analysis**

Please provide background information about your department and services by answering the following:

- a) Describe the service and/or department you are trying to market. \_\_\_\_\_
- b) Why are you offering a new service and how does this enhance your current service structure or dept. \_\_\_\_\_
- c) How is your department and/or service currently perceived? \_\_\_\_\_
- d) Are other local governments and departments working on similar initiatives? \_\_\_\_\_
- e) Is there competition for this particular service in the private and/or non-profit sectors? \_\_\_\_\_
- f) Do you conduct special events or community events? If so, to what extent and how often? \_\_\_\_\_
- g) Have you advertised in the past? If so please clarify which medium utilized, i.e. newspaper, radio, etc., and to what extent these have been successful. \_\_\_\_\_
- h) Do you have a particular media preference to utilize during the advertising portion of this campaign? (For example, print advertising only, or radio and print advertising only, etc.). \_\_\_\_\_
- i) Any other information you would like to add about your department and/or service: \_\_\_\_\_

**Target Audience / Market**

- a) Who is your customer? (For example use demographic descriptions such as: geographic area, ethnicity, income level, age, gender, etc.) \_\_\_\_\_
- b) What more do you know about your target customer? (For example, describe media habits, civic memberships, etc.) \_\_\_\_\_
- c) What other attributes can you mention about your target customer? \_\_\_\_\_

**Available Resources**

- a) What level of assistance will be needed from the Communications Dept., (be as specific as possible, i.e. full marketing services, or, minimal fax blasting of press releases only, or, some print ads, etc.). \_\_\_\_\_
- b) Does your department have a marketing office or a dedicated public information officer? \_\_\_\_\_

**Budget**

- a) Do you have a departmental marketing budget, and if so, how much do you have available? \_\_\_\_\_
- b) Do you have a set-aside budget just for this particular campaign, if so, what is that figure? \_\_\_\_\_